



## Regeneration of the Culture of Rural Areas of Iran in Order to Direct the Communication of Villagers with Urban System with the Approach of Sustainable Rural Development

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### Abstract

**Purpose-** The aim of this study is to upgrade the capabilities in cultural field to direct the communication of villages with urban system to reinforce the sustainable rural development. In this way, the necessary grounds should be provided in the villages so that the population density and variety of activities and sufficient facilities for education and accumulation of wealth, etc. reach a certain level in order that sustainable rural development is formed through recreating the culture of rural areas in villages.

**Design/methodology/approach-** The present study is conducted with applied purposes using the descriptive-analytical method. For data collection, field survey was performed using a questionnaire tool and data analysis method was performed using SPSS software. Statistical population includes 74 villages of the cities of Khoramabad, Kermanshah, Tabriz, Shadgan and Shiraz. Using Cochran formula, sample size was determined 380 households from selected villages and sample selection method is random.

**Findings-** Data analysis was done through factor analysis and cluster analysis tests and the results of this study, based on the factor analysis method with correlation coefficient of over 5% between the research variables, indicates that, three (socio-cultural, economic and environmental) factors explain 73.629% of variance and show the satisfaction of the factors and the field of research. Using hierarchical clustering analysis (WARD) have been estimated as cluster 1: socio-cultural developed, cluster 2: economic developing, and cluster 3: environmental less developed and ANOVA analysis with a significance level of less than 0.05 indicates the existence of significant relationship between clusters in all four components of cultural regeneration and communication between urban and rural, socio-cultural, economic and environmental criteria.

**Research limitations/implications-** One of the problems ahead of this research was the different cultural levels of people of the study area, which was a kind of requirement for certain conditions and behaviors, without which there would be no misunderstanding. One of the most important limitations of this research is the lack of cooperation of relevant organizations to provide studies on cultural changes affecting rural-urban areas.

**Practical implications-** Among the practical solutions, the following can be mentioned: provide patterns and solutions for cultural development and sustainable development based on culture and socio-cultural attachment for regional development projects.

**Originality/value-** This study encompasses many innovations including careful review of cultural relationships with rural-urban communication patterns and the effects of sustainable rural development on both of them.

**Keywords-** Culture, Cultural regeneration, Rural-urban communications, Sustainable rural development, Iran.

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## 1. Introduction

The city and the village as a geographical space, despite various similarities in urban and rural fields (Shaei et al., 2018), cause change in attitudes of village and rural community according to the policy system and one-sided top-down procedures in the form of policies and patterns of development and centralized rent in rural-urban communications (Jom'ehpour, 2016). Therefore, the communications between the city and the village can be beyond the sphere of influence of urban-rural areas (Mohammadi Yeganeh & Sanaei Moghadam, 2017) and cause spatial connections and sectorial connections that are often overlapping (Jelisavka and Goran, 2017).

Now, this question arises that, what is the role of villages in regional development? While urban and regional development have focused on urban centers as forces of growth and development, they have left the villages inactive and dominated by cities (Ward & Brown, 2009). The interactive communication between urban and rural areas at the local level is determined by different factors such as geographic, demographic, agricultural systems and communication networks, and also socio-cultural components (Ghasempour & Zebardast, 2019). The cultural, social and economic capacities and capabilities of rural communities are formed to fulfil basic material and spiritual needs and effective control on the forces that shape the local housing system (ecological, cultural, social, economic, institutional and territorial), also the development of human capital has grown and excelled by taking advantage of internal opportunities in rural areas (Maleki et al., 2019), which ultimately determine a clear policy to improve rural culture and consequently economic, social and cultural development of rural areas which are under the dominance of life improvement (Winkelstein et al., 2008). Rural areas had specific traditions, ethics, values, customs, cultures and identities in themselves and they were intertwined with such features (Blaga, 2008). In other words, recognizing the cultural concepts emphasizes the interdependence between culture and society, such that the culture constructs and generates the social communications (Naghavi et al., 2012). And humans are representatives of various cultures and their face-to-face contact of the representatives, is

the face to face contact of the cultures and the cultural richness is achieved through this face to face contact (Esmail Nezhad et al., 2017). Hence the indigenous knowledge is part of a unique culture of each ecosystem or land which has been achieved through experience in order to adapt to the specific environment conditions of the ecosystem (Bouzarjomehri et al., 2018). This knowledge is the result of integrity of indigenous knowledge, cultural and moral principles which has been adapted with local community, local culture and the environment (Bayat, 2018). And by utilizing this strategic knowledge and sustainable rural development improves the quality and wellbeing of villagers' lives especially the socio-economic life of a specific group of people i.e. poor villagers and in fact sustainable rural development is multipurpose mutation in rural planning which aims at improving the quality of low income people through cultural, civil, therapeutic, technological, political and economic, etc. actions (Karimi E'temad & ya'ghoubi, 2016). According to this, the present study was conducted with the aim of investigating and analyzing regeneration of the culture of rural areas to direct the villagers' communications with urban system in order to enhance sustainable rural development through cultural investigation of five nations (Lor, Kourd, Turk, Arab, and Fars) randomly in five cities (Khoram Abad, Kermanshah, Tabriz, Shadgan, and Shiraz). We put our efforts into upgrading different levels of sustainability, by using the criteria of sustainable rural development as the independent variable and influential cultural manifestations and effective criteria on the communications between city and village as dependent variables of the study. Thereby, this study is seeking for proving or rejecting the following theories:

1. The sustainable rural development can be realized through indicators of creating change in attitudes and values, promoting education and awareness of traditional skills and knowledge, dissemination of knowledge, changing consumption pattern, models of production and costs models, employment, economic and development structure, financial sources and their mechanisms, regulating agriculture and animal husbandry in rural in rural areas, preventing environmental degradation and the quality and quantity of water.

2. The tools of sustainable rural development in (socio-cultural, economic and environmental) areas can improve the cultural regeneration and communications between city and village.

## 2. Research Theoretical Literature

### 2.1. Background

investigating the research background shows that, the previous studies have a relative alignment in relation with the subject of the study in line with sustainable rural development, indigenous knowledge, cultural manifestations and rural-urban communications and the results are as follows:

[Sarban and Javid \(2019\)](#) in a study titled "Analysis of the effects of creating social capacities on improvement of rural development management, Case: Germe town" found out that, creating capacities is considered to be one of the main pillars of management and sustainable rural development management; and results in people's self-reliance, access to economic, social and cultural rights, self-sufficiency in providing strategic food, access to revenues, assets and credit facilities, access to knowledge and technology and a participatory atmosphere in all aspects of human efforts. [Vaziri et al. \(2018\)](#) in a research titled, " Investigating and evaluating socio-cultural sustainability components in order to achieve sustainable development, Case: Karaj city", found out that, with expansion and growth of technology and turning the world into a global village, it seems necessary to develop the infrastructure and proper utilization of all resources and facilities and concluded that all the social and cultural indicators are interrelated together and the growth of each one depends on the growth of the adjacent indicator. [Bandani et al. \(2015\)](#) in a study titled, "investigation and analysis of the role of indigenous knowledge in sustainable rural development, case study: (Ghaemabad rural district in Sistan area)", realized that indigenous knowledge is a natural knowledge which villagers use their experience and observations to connect with people around and the environment which eventually leads to a way to achieve sustainable rural development. [Vosoughi et al., \(2014\)](#) in a study entitled "Indigenous knowledge; a step towards localization of rural development and improving villagers' capabilities", found out that rural development must be adaptable to environmental, cultural and social conditions of a community. Realization of rural development is a step towards self-sufficiency and improving rural society status. Hence, local fields

should be taken into account. Taking indigenous knowledge and its features into consideration such as holistic, accumulative, dynamic, and immersed in the culture of a nation and also its practical implications not only lead to rural development compatible to local conditions of a society, but also, it can achieve endogenous development. [Sharafodin & Cheraghi Koutiani \(2014\)](#) in a book entitled "The role of culture and cultural structures in demographic changes" realized that, cultural elements such as literacy and education, religion, identity and attitude changes, the idea of sexual preference, the value of child rearing influence the fertility. On the other hand, mortality is also affected by cultural dimensions such as level of education, the amount of information, religion level, training patterns, lifestyle, and ethnic and racial subcultures of parents. This study also emphasizes the role of religion and insight and value changes in the migration process. [Oliaei & Karimian \(2011\)](#) in a study, investigated the approach of rural development programs in Iran with the emphasis on the role and position of indigenous knowledge. The results of the study show that the mentioned programs do not pay attention to the knowledge and participation of villagers who are the main beneficiaries of these programs. The programs are generally derived from non-native patterns and arranged regardless of the will and opinion of the people and the operation of these programs has brought several problems to Iran' rural community. However, in order for the rural development programs to be successful, rural planning authorities should necessarily take actions for rural planning based on the culture and insight of people of rural community. [Acemoglu and Robinson \(2008\)](#) in a book named "sustainable rural systems" which is a summary of the sessions of sustainable rural development commissions, has investigated the issues such as monitoring and participation in the sustainable development in environmental programs of Canada, economy, culture and tourism and its role in sustainable development based on documents and evidence from west of Ireland, land use and protecting nature in Britain's protected sights, agriculture and livestock in rural communities, motivation and effects of leaving organic farming by farmers in the UK. [Bohringer et al. \(2007\)](#) in book named "analysis of evaluation methods of sustainability" has investigated the most important sustainability indicators and models and methods of

evaluation of sustainability. In this study using the analytical-competitive method and the information of 130 countries, the relation of each measurement method which was presented in the form of combined indicators, was determined using the correlation coefficient between each of the methods using SPSS software and was analyzed and their common features and differences were determined. Based on the conducted studies in this research, investigating all the influential cultural elements in rural-urban communications was done in the form of patterns of indigenous knowledge and sustainable rural development.

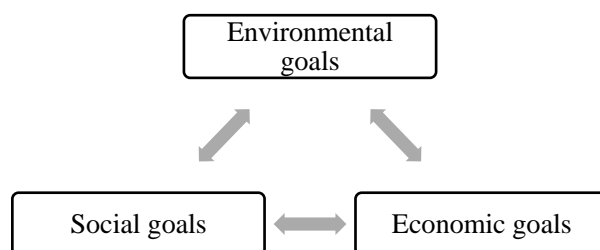
**2.2. Rural-urban links:**

studying the rural-urban links and city and village communications is one of the important issues in urban and rural planning (Rokhsarzadeh et al., 2016). The manner and scope of the existing relations between the city and the village in different ways affect the formability, growth and development of rural settlements and also their internal and external relations (Tamimi et al., 2017). Therefore, in 2004, United Nations called cities the engines of rural development, because each region is not just a scattered and unconnected settlement system, but an interconnected network of social, economic and physical relations which form through the relationship between rural areas and the urban network (Khoubfekr Barabadi & Qureshi, 2012) and it can be said that economic and social criteria are the criteria that form the basis of definitions of urban and rural areas (Mardi Zarnaghi, 2013). Therefore, by examining the attitude of urban and rural system, which is a set of elements or subsystems between which networks of interactions flow and their purpose is to achieve a kind of social

life for human, (Raeisi Shiviari, 2014) the link and investigation of urban and rural settlements and the interactions between them have changed from a linear relation to multilateral, complicated, and in various fields relations (Amanpour & Navasari, 2017), as Prince Walz in the idea of village-city, has mostly paid attention to human and social values (Biddulph, et al., 2002). Hence, examining the studies of rural sustainability in various economic, social and environmental aspects is necessary (Qasemi, 2016).

**2.3. Sustainable rural development and indigenous knowledge:**

Sustainable rural development is among important issues in each country's development and it has an extremely important and basic position in economic, social and cultural development programs (Whitfield, 2015). Sustainable rural development is a multipurpose mutation in rural planning with the aim of improving the quality of low-income people's lives through agricultural, civil, therapeutic, technological, political and economic etc. actions (Karimi E'temad & Ya'ghoubi, 2016). Human community is one of the dimensions of sustainable development: Article 1 of the Rio declaration: Attention to man in sustainable development: Humans should be the focus of sustainability issues. Healthy and productive life in harmony with nature is human's right (Mohammadijou & Ahmadi, 2013). Sustainable rural development can be considered as a process within the framework of which, the capabilities of rural communities achieve growth and excellence in order to meet the material and spiritual needs along with balancing the components of rural settlement system (Ecological, social, economic, and institutional) (Ghanimat et al., 2016) (Figure 1).



**Figure 1. The relations between environmental, economic, and social factors in sustainable rural development**  
(Source: Ghanimat et al., 2016: 902)

Utilizing "The accumulated and historical empirical wisdom" of local operators, so-called indigenous knowledge, makes it possible to practically participate the local people and their knowledge in the route towards balanced and

sustainable development (Samadi Sankhasti, 2018). The indigenous knowledge collection is a precious treasure of methods and tools, experimented through time, which will be useful in all community's sustainable development. Since



the knowledge is resulted from the interactions between individuals and their environments, the indigenous knowledge is also the result of such interaction between natives and their environments (Shah Hoseini, 2019). Therefore, the strategies of indigenous knowledge generally come along with cultural and social considerations (Tahmasb, 2012). The indigenous knowledge is considered to be among the tools of sustainable development and although this development is conceived and emerged in the domain of rural communities, it will have positive effects from the national perspective too and it can directly lead to employment and prevents the migration of nomads to cities and this knowledge can be used through utilization of resources tailored to the ecological, cultural and social circumstances of the environment which natives use to meet their needs (Saeedi Garaghani et al., 2016). Culture and its impacts on the village: most countries today known as developing or relatively developed countries, encounter cultural issues and challenges (Naghavi et al., 2012). Therefore, exchanging information and new communicative technologies and human thoughts has unintentionally

affected geographical boundaries, so that, even the simplest information is exchanged within a short period of time, accordingly each day more information is transmitted to the world which can have a major impact on transfer of indigenous culture and its change (Vaziri et al., 2018). Because during the process of absorbing ideas, the consideration of changing and evolving concepts inevitably leads to deep astonishment and bewilderment (Maham, 2018). Culture means learned behavioral patterns that are transmitted from one generation to another or from one group to another and are formed based on mental and social realities (Naghavi et al., 2012). Culture has three significant components: 1. Cognitive dimensions such as values; 2. Organizational dimensions such as norms; 3. Material dimensions such as art, architecture, and other embodied manifestations (Sharafodin & Cheraghi Koutiani, 2014). Therefore, in this study we present various theories about cultural and social structures that have depicted the impact of culture and cultural categories on various aspects of social and economic life of individuals (Mardani et al., 2014).

**Table1. Literature Review**

Theorist	Description
Montgomery	In dealing with culture in urban policies and urban planning, he considers culture as one of the most difficult words in English and has stated it as a complicated existence, a process and also a product, a lifestyle, a state of production and a state of consumption (Salaripour & Kardar, 2017)
Anthony Giddens	He considers culture to consist of two types, material and spiritual, and believes that it is composed of three important elements that are formed in the context of time: 1. The single values and ideas that members of the social group believe in. 2. Definite social norms and principles that members must observe and follow. 3. Material goods with special characteristics that the members of the group produce (Naghavi et al., 2012).
Singh	The studies of this scholar indicate the truth that the existence of appropriate administrative and organizational structure, educational amenities and facilities and the amount of villagers' awareness and making rural society as the center of attention, are among effective social and cultural factors which affect the improvement of rural development management (Heidari Sarban & Javid, 2019).
Roodhouse	He believes that, culture as a comprehensive framework, gives us a mechanism to make our activities meaningful at the society, regional and national level and describes culture as consisting a material dimension including various arts, architecture, libraries, etc. and a value dimension including communications, identity, and common memories (Salaripour & Kardar, 2017).
Edward Taylor	He considers culture and civilization as a complex set of knowledge, beliefs, morals, laws, customs and traditions and all capabilities and habits that a human accepts as a member of the society (Naghavi et al., 2012)
Buris et al.	These scholars presented the interactive acculturation model for analysis of the migration phenomenon which considers a comprehensive and useful framework. This model emphasizes both the role of acculturation dissemination of the host society and cultural orientations adopted by immigrants (Maleki et al., 2019).
Raymond Williams	Understanding the concepts of culture puts emphasis on the dependence between culture and society and states that culture gives form and structure to social relations (Salaripour & Kardar, 2017).
Goodman	Culture is the functional role taking and development of history of a nation and aroused from customs, traditions, habits and values of a society (Goodman, 2009).
Rogers & McClelland	The views of these modernist theorists on cultural change are worth pondering. According to Rogers, the acceptance of innovation depends on culture, because in some cultures there is more ground for innovation than other cultures (Naghavi et al., 2012).

In general, the development of cities adjacent to surrounding villages, and reduction of the distance between city and village and the increase of traffic, eventually leads to the penetration of urban culture among the villagers, especially the youth (Raеisi Shiviari, 2014). Hence, we are going to examine the various native cultures and villagers' relations in cities of (Khoram abad, Kermanshah, Azarbayjan Sharghi, Ahvaz, and Fars) using sustainable rural development.

### 3. Research Methodology

The geographical scope of this study, which was randomly selected based on extensive indigenous cultures, is:

1. The city of Shiraz which is known from a long time ago among Iranian and people of the world due to its rich culture and civilization and also its historical monuments and tourist attractions. Therefore, in order to study the culture in the central part (Bidzard, Darian, Drak, Siakh Darnegoun, Qarabagh, and Kaftarak) from a total of 79 villages with a population of more than 100 people, 18 villages have been selected as a sample using 16364 households and population equivalent to 56471 people.
2. The city of Khoram Abad with the culture and customs and traditions of the Lor tribes, is one of the richest, the most original and obvious parts of cultural treasure of Iran's nations and according to the archeologists' findings Lorestan is one of the oldest human habitats and cultural creations. Accordingly, for the study of the Papi section (Sepiddasht, Tong haft, Keshvar, Cham Sangar and Garit) from a total of 26 villages with a population of more than 100 people, 12 villages have been selected as a sample using the rule of division which include 737 households and a population of 2781 people.
3. Shadegan city is surrounded by vast palm fields and is known for poetry in Khouzwstan. The people of Shadegan are mostly Arab, so they have a distinct culture. The central part includes districts of (Hoseini, Jafal, Abshar, and Bouzi) and from total of 89 villages with a population of more than 100 people, 20 villages were selected using the division rule, which include 5569 households and a population of 21833.
4. Many great people in literature, art, history and politics have come from the city of Kermanshah. The residents of Kermanshah are Kourid which

is considered as one of the oldest Iranian nations. In this study Mahidasht section (Choghanarges and Mahidasht) was selected as area under study and includes 69 villages with a population of more than 100 people. Using division rule 13 villages have been selected and include 1408 household and a population of 5029 people.

5. And finally, the city of Tabriz is one of the large and thriving cities in northwest located in Azarbayjan area and in fact this city has always been an important center of Turkish speaking areas of Iran, which from its central part (Aji chay, Asperan, Meidan chay, and Sard sahra) with a total of 50 villages with a population of more than 100 people, using the division rule, 11 villages have been selected as sample villages.
6. Research method: This study has been conducted through descriptive-analytical method. Among 307 rural settlements (more than 100 people) of the stated cities, based on the volume of sample settlements in each class were determined by the rule of division by proportion and 74 villages were selected as the sample villages of the study randomly using an approximation in estimating the community parameter as 0.17. Then, to determine the sample size, Cochran's formula was used and 380 households were randomly selected from 41359 people.

$$n = \frac{\frac{z^2 pq}{d^2}}{1 + \frac{1}{N} \left[ \frac{z^2 pq}{d^2} - 1 \right]}$$

In order to evaluate sustainable rural development, 12 indicators (promoting education and awareness, changing behaviors and values, skills and traditional knowledge, dissemination of knowledge/employment, production and costs models, economic and development structure, changing consumption pattern, financial resources and their mechanisms, quality and quantity of water, preventing environmental degradation, regulating agriculture and animal husbandry in rural areas) were selected and were categorized in 3 socio-cultural, economic and environmental groups. Before the data analysis and interpretation of the results obtained from examination of hypothesis, the reliability of the questionnaire should be examined. The Cronbach alpha of questionnaire's pre-test has been 84%, which is accepted compared to the reliability which is 70%.

Table 2. Reliability Test

Reliability Test	
Cronbach Alpha	Number of Questions
.840	33 questions except for 11 general questions raised

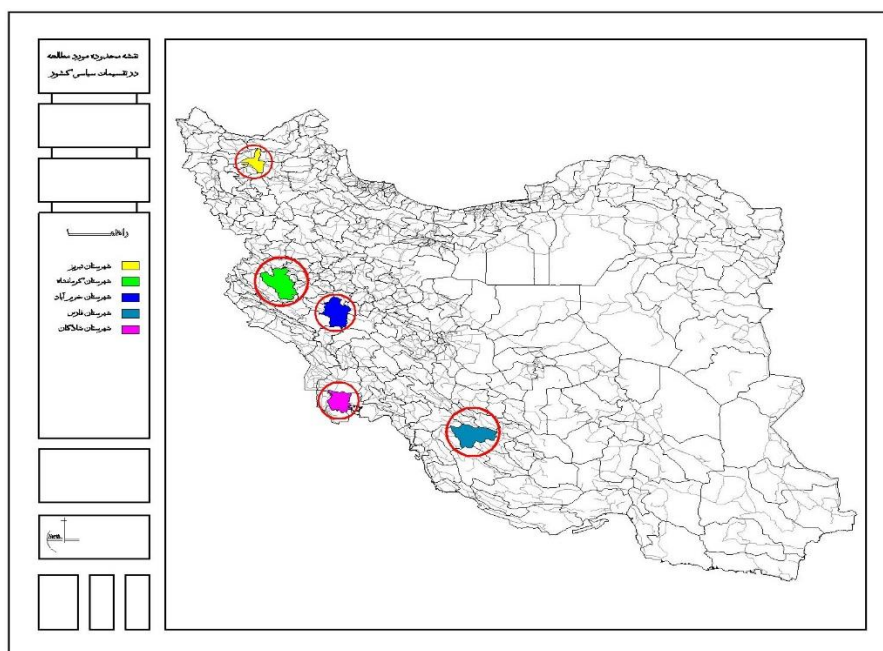


Figure 2. Location of the studied areas based on the political divisions of the country

## 4. Research Findings

### 4.1. Application of factor analysis in spatial-locative evaluation of the rural areas of the studied cities

In order to achieve the goals of the study, in this part, the studied criteria of the rural areas of cities under study are evaluated using factor analysis technique.

Data matrix formation: the mentioned variables including: socio-cultural, economic and environmental variables in the matrix are placed in columns and rural areas of 5 cities (Shiraz, Shadegan, KhoramAbad, Kermanshah and Tabriz) are placed in rows.

Factorization: because indicators and variables that are internally related, prefer to be grouped together around an axis or factor, therefore, factors are constructed through aggregation and the degree of positive and negative correlation. Also, factors with an eigenvalue of less than one are excluded

from the analysis because they do not determine the variance.

Calculation of the correlation matrix: the calculation between the performance of each test and other tests in the same group can be arranged in a rectangular array (matrix) called the correlation or R matrix. Matrix is a start point of various statistical procedures, one of which is factor analysis and it facilitates the determination of effective factors on different functions.

Factors extraction: in this part the correlation between indicators (variables) and factors is examined and the main factors are extracted using correlation matrix. Therefore, correlation matrix is calculated and the factors are extracted. In order to create a logical and proper relationship between indicators (variables) and factors, indicators with correlation coefficient above 5% are used. Accordingly, in the present study, 3 factors explain 73.629% of variance and indicate the satisfactory factor analysis and indicators studied.

**Table 3- Extraction of final factors of data analysis**

List of factors	Eigenvalue	Variance percentage	Cumulative variance Percentage
1	25.499	59.123	53.123
2	4.870	10.146	63.269
3	3.532	7.359	73.629

Matrix rotation: the interpretation of factor load variables is not without rotation and therefore the factors are rotated to increase the interpretation capability. In matrix rotation, the factors are alternately rotated around a fixed spot to enfold the indicators (variables). This method is called (the rotated matrix factor). In this study a simple

structure is obtained which many indicators accumulate around one factor which according to [table 3](#), the extracted factors explain 73.629% of the changes resulted from previous variables. As observed in [table 4](#), the first factor has the highest role in the total changes (variance).

**Table 4. The rotated factors**

List of factors	Eigenvalue	Percentage of variance	Cumulative Variance Percentage
1	20.027	41.723	41.724
2	6.631	20.065	62.788
3	3.890	8.103	73.629

Naming factors: the factors are named according to the content and nature of the indicators studied in each factor. In this study also the factors are named as follows.

The eigenvalue of this factor is 20.027 which singly is capable of explaining 41.723% of variance and has the highest impact among four factors. This factor includes 4 indicators of promoting education and awareness, changing behaviors and values, traditional skills and knowledge, dissemination of knowledge ([table 5](#)).

1. Socio-cultural factor

**Table 5. Indicators of first factor**

Row	Indicator	Correlation
1	Changing attitudes and Values	97%
2	Promoting education and awareness	95.6%
3	Traditional skills and Knowledge	89.7%
4	Dissemination of Knowledge	74.6%

2. Economic factor:

The eigenvalue of this factor is 6.631 which calculates and interprets 20.065% of the variance. This factor encompasses 5 indicators including employment, production and costs models, economic and development structure, changing the consumption pattern, financial resources and their mechanisms. ([Table 6](#)) this factor has a positive

relation with agricultural benefit. The rural areas of Derak, Siakh Darnegoun, Tang haft, Abshar, Choghanarges, and Meidan chay, have the grounds for expanding related activities due to their proper geographical location and good climate conditions. The government and people can sync together to participate in the growth and flourishing and making more and better use of these potentials.

**Table 6. The indicators of second factor**

Row	Indicator	Correlation
1	Changing the consumption pattern	90.4%
2	Production and costs models	89.9%
3	Employment	89.4%
4	Economic and development Structure	70.2%
5	Financial resources and Their mechanisms	69.1%

3. The environmental factor

The eigenvalue of this factor is 3.890 which calculates and explains 8.103 of variance. This factor encompasses 3 indicators related to

environment ([Table 7](#)), which include quality and quantity of water, preventing from environmental degradation, regulating agriculture and husbandry in rural environments. This factor has a positive



relation with agriculture in the gardens, agricultural lands and husbandries.

**Table 7. The indicators of third factor**

Row	Indicator	Correlation
1	Regulating agriculture and husbandry in rural environments	81.3%
2	Preventing from environmental degradation	71.4%
3	Quality and quantity of water	65.7%

#### **4.2. Applying cluster analysis method in determining rural areas from the perspective of sustainable rural development**

After deciding to use distance criterion and calculating distances on this base, the next step is how to classify topics based on these distances which is called clustering technique. In this study the hierarchical clustering method (WARD) has been used.

1. The indicators of sustainable rural development include 3 dimensions of socio-cultural (promoting education and awareness, changing attitudes and values, traditional skills and knowledge, dissemination of knowledge), economic (employment, production and costs models, economic and development structure, changing consumption pattern, financial resources and their mechanisms) and environmental (quality and quantity of water, preventing the environmental degradation, regulating agriculture and animal husbandry in rural environment).
2. Improving cultural recreation (lack of immigration of residents, promoting a sense of belonging to the village, revival of old traditions and customs, promoting modern rural culture)
3. Communication between city and village (physical and temporal distance of the villages to the nearest city, city center and district center, improving the services including educational, therapeutic, cultural, etc. services and providing rural financing)

According to [table 8](#), cluster 1 includes the villages of Bidzard Sofla, Tafhian, Ghalat, Darreh, Eslamabad, Ghal'eh Choubi, Soltan abad, Shapourjan, Tang panj, Istgah tang haft, Sangtarashan, Istgah Keshvar, Istgah cham sangar, Gharibeh, Albuna'eem, Albohesar, Beit davoud, Badrani, Jahangiri Sofla, Basirabad, Gowharabad, Choghanarges, Namivand Olya, Choghazard, La'labad Hoseingholikhani, Samereh Olya, Ghal'eh Najafalikhan, Rizeh vand, Lighvan, shadabad, mashayekh, Kondroud, karkaj. Cluster 2 includes the villages of Dodaj, Tarbar Ja'fari,

Kalestan, Gachi, Korouni, Gازه, Larkeh, Nayangiz, Mansoureh Olya, Shah vali, Beit Ashour, Nahr Hosein, Nahr Vasleh, Bozi seif, Nahr Moslem, Ghaleh Darabkhan, Chahar Zebar Sofla, Jameh shouran Olya, Cheshmeh sefid, Malek Kian, Asanjan, and Cluster 3 includes the villages of Shahrak Ghadir, Kadanj, Barmashour Olya, Kaftarak, Mah firouzan, Pasil, Kouloy, Baraftab Aliasgar, Chenar gerit, Alboabid, Jofal, Joghah ouyeh, Sa'di, Khoeins, Deimeh Ya'ghoub, Seh Chogha, Kajvar, Alvar Sofla, Ana khatoun, Yengi Asperan, Sefidan, Jadid, Zeinjenab. Also in this table, two comparison has been done for each indicator, one is about the sustainable rural development in each cluster and the other is about the cultural recreation and the communication between city and village.

Naming the clusters: in the cluster interpretation section of the cluster analysis process, the most important step is to determine the appropriate name or label for the clusters. To name the clusters, the scores of the research variables between the clusters and the rank of each variable in the total of the variables of each cluster according to [table 9](#) were used. As a result of the study, three clusters of sustainable rural development are presented in the following order:

- Cluster 1: socio-cultural development

By comparing the average of indicators in each cluster, it is clear that cluster 1 in three indicators, cultural recreation and communication between urban and rural, socio-cultural and economic criteria has a higher score than the environmental group, which is why it is considered among the three developed groups. Also, in comparing indicators with measures such as promoting education and awareness, making changes the attitudes and values, traditional skills and knowledge, knowledge dissemination is the first priority. Hence, this cluster was named "socio-cultural development".

- Cluster 2: Economically developing

The second cluster among the three clusters was named "Economically developing".

As it can be seen by comparing the average of indicators in each cluster, this cluster is in the second priority in both physical and socio-cultural indicators among the three groups and has the highest score in the economic index among all indicators in all clusters. In other words, in comparing the indicators in cluster two, the economic index with measures such as employment, production and cost models, economic structure and development, changing consumption patterns, financial resources and its mechanism has priority.

- Cluster 3: ecologically less developed

The third cluster is called "ecologically less development". In this cluster, the three indicators of cultural recreation and communication between urban and rural areas, economic criteria and environmental criteria have the lowest score

among other groups, and only the socio-cultural index ranks second in clustering. Hence it is considered less developed. Also, in comparing the rank of indicators in the third cluster, it was stated that the environmental index is in the lowest score with measures such as water quality and quantity, prevention of environmental degradation, regulation of agriculture and animal husbandry in rural areas. Also, ANOVA analysis to show significance between clusters in each component was determined according to table 9. Hence, this cluster was named "Ecologically less developed". The result indicates that there is a significant relationship between every four components of cultural recreation and communications between city and village, socio-cultural, economic and environmental criteria. In other words, the tools of sustainable rural development in (socio-cultural, economic, and environmental) fields improve the cultural recreation and communication between city and village in the villages.

**Table 8. ANOVA analysis to compare different clusters in components of Sustainable rural development and improvement of cultural recreation and the communications between city and village**

Component	Cluster		Error		F	g
	Average Square	df	Average Square	Df		
Cultural recreation and Communications between Village and city	0.096	2	0.014	11	6.746	0.001
Socio-cultural criteria	0.043	2	0.042	11	4.037	0.005
Environmental criteria	0.47	2	0.31	11	3.833	0.002
Economic criteria	0.065	2	0.007	11	9.768	0.000

**Table 9. Clustering 74 villages under study based on the indicators of sustainable Rural development effecting the improvement of cultural recreation and communications between city and village a= indicators' rank in each cluster b= rank of each cluster in indicators**

Cluster Number	Cluster's Name	Members of the Cluster	Average indicators in Clusters			
			Cultural Recreation and Communications Between city and village	Socio-Cultural Criteria	Environmental criteria	Economic Criteria
Cluster 1	Socio-cultural Development	Bidzard Sofla, Tafhian, Ghalat, Darreh, Eslamabad, Ghal'eh Choubi, Soltan abad, Shapourjan, Tang panj, Istgah tang haft, Sangtarashan, Istgah Keshvar, Istgah cham sangar, Gharibeh, Albuna'eem, Albohesar, Beit davoud, Badrani, Jahangiri Sofla, Basirabad, Gowharabad, Choghanarges, Namivand Olya, Choghazard, La'labad Hoseingholikhani, Samereh Olya, Ghal'eh Najafalikhan, Rizeh vand, Lighvan, shadabad, mashayekh, Kondroud, karkaj	(2) <sup>b</sup> <sub>a</sub> 2.73 1	(1)2.74 2	(4) 2.63 1	(3) 2.69 1
Cluster 2	Economically Developing	Dodaj, Tarbar Ja'fari, Kalestan, Gachi, Korouni, Gازه, Larkeh, Nayangiz, Mansoureh Olya, Shah vali, Beit	(2)2.70 2	(3)2.54 3	(2)3.44 1	(4) 2.41 2

		Ashour, Nahr Hosein, Nahr Vasleh, Bozi seif, Nahr Moslem, Ghaleh Darabkhan, Chahar Zebar Sofla, Jameh shouran Olya, Cheshmeh sefid, Malek Kian, Asanjan				
Cluster 3	Ecologically Less Developed	Shahrak Ghadir, Kadanj, Barmashour Olya, Kaftarak, Mah firouzan, Pasil, Kouloy, Baraftab Aliasgar, Chenar gerit, Alboabid, jofal, joghal ouyeh, Sa'di, Khoeins, Deimeh Ya'ghoub, She Chogha, Kajvar, Alvar Sofla, Ana khatoun, Yengi Asperan, Sefidan, Jadid, Zeinjenab.	(2) 2.51 3	(1) 2.60 2	(3) 3.24 3	(4) 2.23 3

## 5. Discussion and Conclusion

Examining the rural cultural relations and sustainable rural development in rural-urban relations among villages with different nations determine that, these relations have had mutual correlation. Since, the existence of each criterion cannot solely be the necessary and sufficient condition for the realization of the relationship and there is a need to apply a significant relation which improves the rural cultural recreation through sustainable rural development. In this study, the socio-cultural, economic, and environmental variables are put in matrix columns and the rural areas of the 5 cities of (Shiraz, Shadegan, Khoramabad, Kermanshah, and Tabriz) are put in rows. Then, in order to create a logical and proper relation between indicators (variables) and factors, the indicators with correlation coefficients above 5% are used. Accordingly, in the present study, 3 factors explain 73.629% of the variance and show the satisfactory factor analysis and indicators under study. Based on the hierarchical clustering analysis, cluster 1 includes the villages of Bidzard Sofla, Tafhian, Ghalat, Darreh, Eslamabad, Ghal'eh Choubi, Soltan abad, Shapourjan, Tang panj, Istgah tang haft, Sangtarashan, Istgah Keshvar, Istgah cham sangar, Gharibeh, Albuna'eem, Albohesar, Beit davoud, Badrani, Jahangiri Sofla, Basirabad, Gowharabad, Choghanarges, Namivand Olya, Choghazard, La'labad Hoseingholikhani, Samereh Olya, Ghal'eh Najafalikhan, Rizeh vand, Lighvan, shadabad, mashayekh, Kondroud, karkaj. Cluster 2 includes the villages of Dodaj, Tarbar Ja'fari, Kalestan, Gachi, Korouni, Gazeh, Larkeh, Nayangiz, Mansoureh Olya, Shah vali, Beit Ashour, Nahr Hosein, Nahr Vasleh, Bozi seif, Nahr Moslem, Ghaleh Darabkhan, Chahar Zebar Sofla,

Jameh shouran Olya, Cheshmeh sefid, Malek Kian, Asanjan, and Cluster 3 includes the villages of Shahrak Ghadir, Kadanj, Barmashour Olya, Kaftarak, Mah firouzan, Pasil, Kouloy, Baraftab Aliasgar, Chenar gerit, Alboabid, Jofal, Joghal Ouyeh, Sa'di, Khoeins, Deimeh Ya'ghoub, Seh Chogha, Kajvar, Alvar Sofla, Ana khatoun, Yengi Asperan, Sefidan, Jadid, Zeinjenab. Also, in this table, two comparisons have been done for each indicator, one for indicators of sustainable rural development in each cluster and another for cultural recreation and communications between city and village. Accordingly, the results are clustered as follows. ANOVA analysis also indicates the significant relations between clusters in every four components of cultural recreation and communications between city and village, socio-cultural, economic and environmental criteria. In other words, the tools of sustainable rural development in (socio-cultural, economic, and environmental) fields improve cultural recreation and communication between village and city. On this base, some of the proposed suggestions in line with cultural recreation of rural areas in order to direct rural relations with urban system to enhance sustainable rural development are as follow:

1. Develop strategies, sustainable cultural models to protect indigenous and local cultural identity of rural families;
2. Provide educational patterns and acceptance of innovational, technical, and organizational patterns from cultural and social dimensions at the rural level;
3. Design cultural programs to reproduce basic concepts of rural culture such as (the value of working, production, the functional value of goods, continuity, positive traditions, compliance with natural requirements, etc.);

4. Implementation of cultural programs for the protection and cultural reproduction of the indigenous-local identity of the village;
5. Design patterns and cultural planning to maintain indigenous-local knowledge at the rural level;
6. Planning through media to continue traditional culture proper to sustainable development of the village;
7. Awareness about changing consumption and imitating beliefs and attitudes towards creativity and cultivating talents within rural community structure;
8. Implementation of cultural education models among villagers in order to institutionalize real rural lifestyle proper to globalization and protection of indigenous-local identity;
9. Adopt cultural and social measures to maintain rural elite as a human capital in the village;
10. Create a suitable ground and platform for villages to benefit from regional and national publications, press and magazines;
11. Motivate young structure of rural community to increase awareness, managerial knowledge proper to rural community structure;
12. Adopt proper cultural arrangements for comprehensive participation of the villagers in various activities of the village;
13. Design cultural and reasonable policies to increase media awareness and literacy in the village;
14. Adopt motivational strategies for cohesion, joint efforts and enhancing the collective spirit in rural activities;
15. Cultural reinforcement and encouragement to increase rural community trust about the productivity and effectiveness of rural development projects;
16. Present cultural advertising in the village to advance sustainable rural plans;
17. Social and cultural policies to prevent social and cultural crisis in the rural community structure;
18. Sociability of rural community in achieving to the latest scientific, practical changes and cultural interactions with other nations;
19. Enhance and expand community-centric networks and non-governmental organizations (civil commitment) in line with sustainable rural development;
20. Create measures and policies to motivate and encourage youth to manage rural administration
21. Develop cultural and social solutions to prevent uncontrolled migration to other places;
22. Motivate and encourage investment of indigenous-local people for sustainable rural development instead of investment in other places;
23. Provide cultural and social arrangements for social monitoring and control and preventing from comprehensive damages to sustainable rural development and prevent the uncontrolled growth of urbanization in rural areas;
24. Develop cultural, social and economic measures and plans for sustainable development of rural tourism;
25. Re-socialize rural community for cultural struggle with western lifestyle.

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## بازآفرینی فرهنگ نواحی روستایی ایران در جهت دهی به ارتباطات روستائیان با نظام شهری با رویکرد توسعه پایدار روستایی

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### چکیده مبسوط

#### ۱. مقدمه

توسعه روستایی-شهری بر این باور استوار است که حضور شهرها و روستاها در یک واحد توسعه منطقه‌ای، می‌تواند از تنوع فعالیت‌های (اجتماعی، فرهنگی، اقتصادی) و توانمندی‌های مکمل موجود بین مراکز متنوع سکونتگاهی بهره‌مند گردد. هدف این پژوهش ارتقاء توانمندی‌ها در حوزه فرهنگی در جهت‌دهی به ارتباطات روستائیان با نظام شهری در تقویت توسعه پایدار روستایی است. بدین صورت که در روستاها زمینه‌های لازم فراهم گردد تا تراکم جمعیت و تنوع فعالیت‌ها و امکانات کافی برای تحصیل و جمع‌آوری ثروت و... در آن به حدی معین برسد تا توسعه پایدار روستایی با بازآفرینی فرهنگ نواحی روستایی در روستاها شکل گیرد. بر این اساس شکل‌گیری ظرفیت‌ها و توانایی‌های فرهنگی، اجتماعی و اقتصادی جوامع روستایی برای رفع نیازهای اساسی مادی و معنوی می‌گردد و کنترل مؤثر بر نیروهای شکل‌دهنده نظام سکونت محلی (اکولوژیکی، فرهنگی، اجتماعی، اقتصادی، نهادی و سرزمینی) همچنین توسعه سرمایه انسانی با بهره‌گیری از فرصت‌های درونی در روستاها رشد و تعالی یافته که در نهایت خط مشی روشنی برای بهبود فرهنگ روستایی و نتیجتاً توسعه اقتصادی، اجتماعی و فرهنگی مناطق روستایی که بیشتر در سیطره بهبود زندگی می‌باشد، تعیین می‌گردد.

#### ۲. روش تحقیق

این پژوهش با هدف بررسی و تحلیل بازآفرینی فرهنگ نواحی روستایی در جهت دهی به ارتباطات روستائیان با نظام شهری در تقویت توسعه پایدار روستایی از طریق بررسی‌های فرهنگی پنج قوم

شهر (خرم‌آباد، کرمانشاه، تبریز، شادگان و شیراز) می‌باشد. روش تحقیق این پژوهش توصیفی-تحلیلی است. از جمله ۳۰۷ سکونتگاه روستایی (بیش از ۱۰۰ نفر) شهرستان‌های بیان شده بر اساس حجم آبادی‌های نمونه در هر طبقه به کمک قاعده تسهیم به نسبت تعیین روستاهای نمونه تحقیق به روش تصادفی با تقریب در برآورد پارامتر جامعه ۰.۱۷ استفاده گردید، تعداد ۷۴ آبادی تعیین گردید. سپس در جهت تعیین حجم نمونه از فرمول کوکران استفاده شده و از ۴۱۳۵۹ نفر جمعیت روستاهای نمونه ۳۸۰ خانوار به روش تصادفی انتخاب شد. در این پژوهش سعی شده است با استفاده از معیارهای توسعه پایدار روستایی به عنوان متغیر مستقل و نمودهای فرهنگی تأثیرگذار در روستاها و معیارهای اثرگذار بر روابط بین شهر و روستا به عنوان متغیر وابسته در مورد‌های مورد مطالعه، بتوان به ارتقاء سطوح مختلف پایداری پرداخت.

#### ۳. یافته‌های تحقیق

بررسی روابط فرهنگی روستا و توسعه پایدار روستایی در روابط روستا-شهری در روستاهای اقوام مختلف مشخص می‌کند که این روابط دارای همبستگی متقابل بوده است. چرا که وجود هر معیار به تنهایی نمی‌تواند شرط لازم و کافی برای تحقق رابطه باشد و نیاز به استفاده از ارتباطی معنادار است که موجب بهبود بازآفرینی فرهنگی روستا از طریق توسعه پایدار روستایی می‌شود. در این پژوهش متغیرهای اجتماعی-فرهنگی، اقتصادی و زیست محیطی در ستون‌های ماتریس و مناطق روستایی ۵ شهرستان (شیراز، شادگان، خرم‌آباد، کرمانشاه و تبریز) در سطرها قرار داده می‌شوند. سپس برای ایجاد رابطه منطقی و مناسب بین شاخص‌ها (متغیرها) و عوامل، شاخص‌هایی که مورد استفاده قرار می‌گیرند با ضریب همبستگی بالای ۰.۵ می‌باشد.

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توسعه فرهنگی نشده باشد نتیجه ای برای رسیدن به الگو مناسب توسعه پایدار روستایی در راستای تحقق فرهنگ آن جامعه را در پی نخواهد داشت. لذا از جمله نوآوری های این پژوهش بررسی دقیق روابط فرهنگی بر الگوهای ارتباطی روستا-شهری و تأثیرات توسعه پایدار روستایی بر آن دو است.

از جمله راهکارهای عملی شامل ارائه الگوها و راهکارهای توسعه فرهنگی و توسعه پایدار متکی بر فرهنگ و پیوست فرهنگی اجتماعی برای طرح ها و پروژه های توسعه منطقه ای، هدایت برنامه ریزان به سمت شناخت فرهنگ هر جامعه از طرق مختلفی چون: استخدام مشاورین معتمد و کارآمد در سازمان و امور فرهنگی و بکارگیری شیوه های نوین تبلیغاتی در رابطه با هدایت برنامه ریزان در شناخت فرهنگ جامعه، اجرای علنی و شفاف نیات فرهنگ توسط متولیان و رفع کمبودهای قانونی در زمینه مسایل فرهنگی و توسعه منطقه ای است.

**کلید واژه ها:** فرهنگ، بازآفرینی فرهنگ، روابط روستا-شهری، توسعه پایدار روستایی، ایران.

#### تشکر و قدردانی

بدین وسیله از دانشگاه پیام نور که هزینه اجرای این طرح پژوهشی را تأمین کرد، قدردانی می کنیم.

بر این اساس در پژوهش حاضر ۳ عامل ۶۲۹/۷۳ درصد واریانس را تبیین می کنند و مبین رضایت بخش بودن تحلیل عاملی و شاخص های مورد مطالعه اند. همچنین تحلیل ANOVA برای نشان دادن معنی داری بین خوشه ها در هر مؤلفه، نشان دهنده وجود معنی داری بین خوشه ها در هر چهار مؤلفه بازآفرینی فرهنگی و ارتباطات بین شهر و روستا، معیارهای اجتماعی-فرهنگی، اقتصادی و زیست محیطی می باشد. به عبارتی ابزارهای توسعه پایدار روستایی در حیطه های (اجتماعی-فرهنگی، اقتصادی و زیست محیطی) سبب بهبود بازآفرینی فرهنگی و ارتباطات بین شهر و روستا در روستاها می گردد.

#### ۴. بحث و نتیجه گیری

یکی از مشکلات پیش روی این تحقیق سطوح فرهنگی متفاوت افراد مناطق مورد مطالعه بود که خود به نوعی لازمه شرایط و نحوه برخورد رفتاری خاصی بود، نا از سوی آنان سو تفاهم پیش نیاید. یکی از مهمترین محدودیت های این تحقیق عدم همکاری سازمان های مربوطه برای در اختیار قرار دادن مطالعات صورت گرفته پیرامون تغییرات فرهنگی تأثیرگذار بر نواحی روستا-شهری است. اولویت توسعه فرهنگی به خصوص در روابط روستا-شهری در مسیر ارتقاء توسعه پایدار روستایی غیر قابل انکار است. توسعه فرهنگی، توسعه اقتصادی را به دنبال دارد، در حالی که اگر توسعه اقتصادی منجر به

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